



# PLANNING & BUILDING SERVICES

## SIGNAGE STANDARDS

### GENERAL INFORMATION

As identified in the City Comprehensive Plan, an attractive urban landscape is an asset to the community. Aesthetically pleasing areas instill a sense of pride in the community and serve as a magnet for attracting new business. Signage regulation is one method to achieve an attractive urban landscape. The purpose and intent of the signage standards is to maintain or enhance the visual environment of the City of Liberty Lake, to protect the public health, safety and welfare; and to increase the effectiveness of visual communication in the City while promoting commerce, traffic safety, and community identity and by providing opportunities for Liberty Lake businesses, residents and property owners to appropriately display signage.

The regulations for signs have the following specific objectives:

- To have signs that attract and invite rather than demand the public's attention along the City's streetscapes.
- To have streets that appear orderly and safe, because clutter is minimized.
- To have signs that enhance the visual environment of the City, because they are in harmony with building architecture and landscape design.
- To allow business identification that is not unduly hindered by regulatory standards.
- To ensure typical communication and civic discussion is fostered in the City's residential neighborhoods.
- To allow signs that utilize high quality construction materials, fine architectural detailing, harmonious proportionality, and that serve a multi-modal environment.

The signage standards shall apply to all development within the City, unless specifically exempted by City code or ordinance. A permit is required for any sign that is erected, re-erected, constructed, painted, posted, applied or structurally altered, as identified in this article. Planning and Building Services shall review sign permit applications.

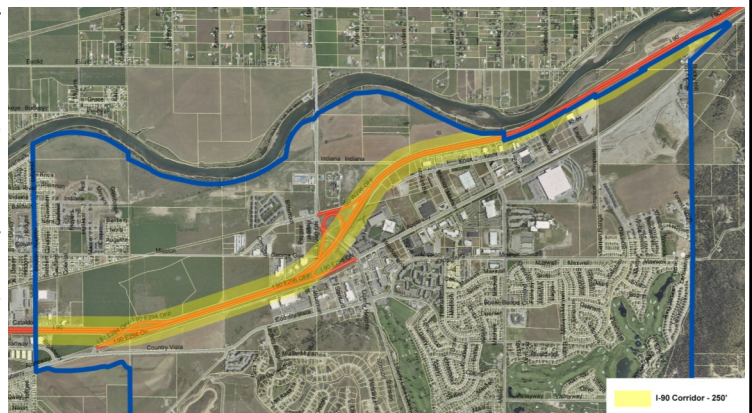
Notwithstanding any other provision of this article or of related standards referenced in this article, applications will be reviewed only with respect to sign structure or placement, or with reference to copy only to the extent of color, size, or typeface and excluding any reference to message, category, subject, topic, or viewpoint.

This handout serves as a brief overview on City Signage Standards, for more information on specific requirements, please refer to the City of Liberty Lake Development Code.

## DEFINITIONS

**Signage Definitions.** The following definitions are contained within the City Development Code Article 10-1C. Please consult the Development Code for additional definitions.

- **A-board/A-frame sign** – A self-supporting, portable sign with one or two faces adjoined at the top and displayed at an angle, which is not permanently anchored, and designed for placement near a sidewalk, plaza, or other area used by pedestrians.
- **Billboards** - Outdoor Advertising signs containing a message, commercial or otherwise, unrelated to any use or activity of the property on which the sign is located.
- **Commercial Off Premise Sign** - A sign which carries advertisements for a business not located on the premises or parcel where the sign is located, including signs indicating the business transacted, services rendered, goods sold or produced, name of the business and/or name of the person, firm, or corporation.
- **Community Event** - A celebration, fair, festival, or other special event generally recognized by the community and advertised as such. Examples are the Pavillion Park Summer Festival, Easter Egg Hunt, Memorial Day Pancake Feed, Liberty Lake Yard Sale, Barefoot in the Park, Mutt Strut, Winter Festival, harvest or holiday festivals, annual sporting events and fundraisers, etc. that are recognized and advertised in the community and open to the general public.
- **Community event sign** – Sign that announces or promotes a community event.
- **Electronically changeable sign (Electronic Message Display)** – A sign capable of displaying words, symbols, figures, or images that can be electronically or mechanically changed by remote or automatic means.
- **Facade** – The portion of the front exterior elevation on the building extending from grade to the top of the parapet, wall or eaves and extending the entire length of the building.
- **Flashing Sign** - An electrical sign or portion thereof which changes light intensity in a brief, brilliant, or sudden and transient outburst of light causing a steady on and off, glittering, sparkling, or scintillating pattern. (This definition shall not include electronically changeable message signs or signs which simulate motion for mood lighting purposes in which no more than one-third 1/3 of the changing light source is off at any time.)
- **Freestanding Sign** - A sign not attached to or forming part of a building. A Freestanding Sign, as used in Article 10-3E, must have at least 50% of the width of the sign constructed in a monument style (also see Monument Sign).
- **Frontage** - The dimension of a property line abutting a public or private street.
- **Inflatable sign** – Any object enlarged or inflated which floats, is tethered in the air, is activated by air or moving gas, or is located on the ground or on a building with or without copy or other graphic.
- **Interstate 90 Corridor** - That portion delineated as being 250 feet beyond either side of the I-90 right-of-way that is between the east and west boundaries of the City (excluding exit and entrance ramps). See map on right.



## DEFINITIONS, CONTINUED

- **Monument Sign** - A sign not attached to or forming part of a building constructed as a solid structure or one which gives the appearance of a continuous, non-hollow, unbroken, mass.
- **Neon/exposed neon** – An electric sign consisting of gas-filled tubing exposed to view.
- **Off-Premise Sign** - A sign not located on the premises or parcel of the use or activity to which the sign pertains.
- **Pole support** – A sign support structure that is narrower than the display surface of the sign.
- **Portable Sign** - Any sign which is not permanently affixed and is designed for or capable of being moved, except those signs explicitly designed for people to carry on their person.
- **Premises** - A lot of record not separated by right-of-way and owned or managed by the same individual or entity.
- **Private Off-premises Directional Sign** - A permanently installed sign that provides directional information to business(es) located within the City of Liberty Lake, but not located on the same parcel as the business(es).
- **Public Officer** - Federal, state, county, and municipal employees.
- **Readerboard** - A sign face consisting of tracts to hold readily changeable letters allowing frequent changes of copy.
- **Roof Sign** - A sign supported by and erected on and/or above a roof, wall, or parapet of a building or structure.
- **Sign / signage** - Any visual communication device, structure, or fixture which is visible from any right-of-way and is intended to aid the establishment in question in promoting the sale of products, goods, services, or events, or to identify a building using graphics, letters, figures, symbols, trademarks or written copies. Painted wall designs or patterns, which do not represent a product, service or registered trademark or which do not identify the user, shall not be considered signs. If a design or pattern is combined with a sign, only that part of the design or pattern, which cannot be distinguished from the sign, will be considered as part of the sign. This definition does not include billboards or video boards.
- **Temporary banner** – A temporary sign constructed of a strip of cloth, paper, plastic, or other material which is supported between poles or fastened to buildings or other structures.
- **Temporary sign** – Any non-permanently affixed sign designed or intended to be displayed for limited periods of time.
- **Wall Sign** - A nonpaper sign attached or erected parallel to and extending not more than fifteen (15) inches from the facade or face of any building to which it is attached and supported throughout its entire length, with the exposed face of the sign parallel to the plane of said wall or facade.
- **Window Sign** - A sign applied to a window or mounted or suspended directly behind a window.

## PROHIBITED SIGNS

**Signs Prohibited in the City.** The following signs are prohibited in all zones unless otherwise specifically permitted.

- Signs, which by coloring, lighting, shape, wording or location resemble or conflict with traffic control signs or devices.
- Signs that create a safety hazard for pedestrian or vehicular traffic.
- Flashing signs.
- Flashing or neon lighting used as an alternative to signage. Exposed neon on signs.
- Portable signs exceeding six (6) square feet.
- Readerboards signs (except as permitted herein).
- All electronically changeable message signs (except where permitted herein).
- Signs attached to or placed on a vehicle or trailer parked on public or private property, provided that this provision shall not be construed as prohibiting the identification of a firm or its product on a vehicle operating during the normal course of business. Franchised buses and taxis are exempt from these provisions.
- Roof signs.
- Freestanding Signage with unconcealed pole supports.
- Rotating, spinning, or motorized signs.
- Billboards.
- Signs attached to towers or wireless communication support towers.
- Inflatable signs
- A-frame signs (except as permitted herein).
- Signs attached to benches that advertise businesses, goods, services, etc.
- Signage in residential areas (except as permitted herein).
- Temporary signage (except as permitted herein).
- Commercial off-premise signs.

### Examples of Prohibited Signs:

*Portable Signs*



*Billboards*



*Inflatable Signs*



*Exposed neon on signs*



*Readerboards*



*Unconcealed Pole Signs*



*Rotating Motorized Signs*



## SIGN PERMIT REQUIREMENTS

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**Exempt Signs.** The following shall not require a sign permit provided that these exemptions shall not be construed as relieving the owner from the responsibility to comply with the provisions of the Development Code or any other law or ordinance, including the Building Code.

- Signs that are attached to buildings provided such signs are not more than four (4) sq. ft. in area and project not more than 2 inches from any building surface.
- The changing of the advertising copy or message on a lawfully erected sign, readerboard, or similar sign specifically designed for replaceable copy.
- Painting, repainting, or normal maintenance, unless a structural or electrical change is made.
- Incidental signs.
- Any sign located within a building not visible from the street or sidewalk.
- Traffic or pedestrian control signs or signals, or signs indicating scenic, historic, or public points of interest (i.e. government services, parks, recreation, schools, transportation facilities), which are erected by or on the order of a public officer in the performance of his/her public duty;
- Signs required by law;
- Official public notices, official court notices or official law enforcement notices.

**Temporary Signs.** The following shall not require a complete sign permit application, however application for a temporary sign permit shall be required. All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (per IBC).

- Temporary banners and temporary signs as permitted herein.
- Real estate signs as permitted herein.
- Temporary political signs, as permitted herein.

### **Required Submittals for Sign Permits.**

- Completed & Signed Application
- Plans for the signs with dimensions
- Building elevations with dimensions (wall signs)
- Setbacks (freestanding / monument signs)
- Site Clearance (freestanding / monument signs)
- Site Map (freestanding / monument signs)
- Attachment Illustration (wall signs)
- Engineering (freestanding / monument signs, as applicable) - All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (per IBC).
- All permits for electronically changeable signs shall:
  - Provide evidence of manufacture and installation in compliance with NFPA 70, the National Electric Code (NEC).
  - Provide a Nationally Recognized Testing Laboratory (NRTL) file number from the sign manufacturer.
- For signs intended to be visible from I-90, documentation from the Washington State Department of Transportation that the proposed sign complies with the Scenic Vistas Act, RCW 47.42.

## **SIGNS PERMITTED IN ALL ZONES IN CONNECTION WITH SPECIFIC USES**

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The following signs may be permitted in any zone, subject to the limitations as provided herein.

- **Temporary Banners, Flags, Pennants and Searchlights** -
  - A temporary banner, flag, or pennant may be permitted for by the Planning and Community Development Director for temporary on-premises use not exceeding thirty (30) days in any one year for special events such as grand openings, provided that such display does not have an adverse impact on nearby residences or institutions and banners shall not exceed 75 square feet in size. Except for properties within the Interstate 90 Corridor where 150 square feet shall be the maximum size.
  - A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation.
  - A searchlight may be permitted by the Planning and Community Development Director for temporary on-premises use only not exceeding three (3) days in any one year for special events such as grand openings, provided that such display does not have an adverse impact on nearby residences or institutions. A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation.
- **Temporary Construction Site Signs** - One on premises construction sign that identifies the future use of a site, architects, engineers, contractors, financial institutions, and other individuals or firms involved with the construction of a project, may be approved under the following conditions:
  - The sign shall be a maximum area of thirty-two (32) square feet and shall not exceed six (6) feet above grade of the lot or parcel on which the sign is located.
  - The sign shall not include advertisement of any products, during the actual construction period.
  - The sign shall be removed prior to an occupancy permit being issued.
  - A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation.
- **Temporary Real Estate Wall Signs** - Within all zones, excluding Residential Properties / Uses, a temporary real estate sign located on a wall or in a window advertising the prospective sale, lease or rental of the building, property or premises shall be permitted, subject to the following conditions:
  - The sign shall be located on the premises being sold or leased.
  - The banner or wall sign shall be flush mounted to the building wall surface below the roof eave and oriented to minimize visual exposure to existing residential areas.
  - The sign shall be non-illuminated.
  - The sign shall not exceed a maximum ratio of: 1 square foot of signage per 10 square feet of building façade (sign area: building facade) up to a maximum area of 150 square feet.
  - A temporary sign permit application shall be submitted and approved for all temporary signage, prior to signage installation.
  - The sign shall remain only as long as property remains unsold or un-leased for a period not to exceed one (1) year. The Planning and Community Development Director may extend the one (1) year time period upon written request by the owners/ developers of the project.

- **Temporary Real Estate Freestanding Signs (Residential Properties / Uses)** - A temporary real estate sign advertising the prospective sale, lease or rental of the building, property or premises shall be permitted, subject to the following conditions:
  - The sign shall be located on the premises being sold or leased.
  - Only 1 sign per frontage road, per parcel shall be permitted.
  - The sign shall be non-illuminated.
  - The sign shall be limited in size to five (5) square feet and limited in height to six (6) feet above grade. A sixteen (16) square foot sign limited in height to six (6) feet above grade is allowed on property of five (5) acres or more, with or without a dwelling on-site.
  - A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation.
  - The sign shall remain only as long as property remains unsold or un-leased for a period not to exceed one (1) year. The Planning and Community Development Director may extend the one (1) year time period upon written request by the owners/ developers of the project.
  
- **Temporary Real Estate Freestanding Signs (Commercial & Industrial Properties / Uses)** - A temporary real estate sign advertising the prospective sale, lease or rental of the building, property or premises shall be permitted, subject to the following conditions:
  - The sign shall be located on the premises being sold or leased.
  - Only 1 sign per frontage road, per parcel shall be permitted.
  - The sign shall be non-illuminated.
  - The sign shall be limited in size to sixteen (16) square feet and limited in height to six (6) feet above grade on sites less than one (1) acre. A thirty two (32) square foot sign limited in height to six (6) feet above grade is allowed on property of one (1) acre or more. Within the Interstate 90 Corridor, the sign shall be limited in size to ninety six (96) square feet and limited in height to sixteen (16) feet.
  - A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation. All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (IBC 2006 Section 106).
  - The sign shall remain only as long as property remains unsold or un-leased for a period not to exceed one (1) year. The Planning and Community Development Director may extend the one (1) year time period upon written request by the owners/ developers of the project.

- **Real Estate Open House/ Directional Sign** -
  - Temporary open house/ directional sign(s) shall be allowed on the access street(s) to property that is for sale, lease, or rent while that property is open for inspection during an otherwise advertised "open house" or similar, non-recurring event. A maximum of three (3) open house / directional signs may be used for such "open house".
  - Such sign(s) shall not be placed in such a manner as to interfere with vehicular or pedestrian traffic.
  - The sign shall be non-illuminated.
  - Such signs may be in an A-board form if they are otherwise in compliance with this Code and the standards within this subsection.
  - Such sign(s) shall be limited in size to five (5) square feet and limited in height to three (3) feet above grade.
  - Such sign(s) shall not be considered temporary if advertising the same property, or portions thereof, for more than two (2) consecutive days, remains in place overnight, or is utilized for more than ten (10) days in any calendar month.
  - The above standards shall also apply to the advertisement of designated model homes or subdivision sales offices.
  - A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation / use.
  - Any sign(s) not in compliance with the above standards shall be impounded by the City at the expense of the individual or entity advertising the sale of the property.
- **Bulletin Boards** - Bulletin boards may be permitted on the premises of public, charitable or religious institutions, subject to the following:
  - Such sign shall contain not more than thirty-two (32) square feet in area on a face and may be double-faced.
  - No part of the sign shall exceed a height of six (6) feet above the grade.
  - The sign, if lighted, shall use low-intensity lighting.
- **Permanent Residential Subdivision or Area Name Signs** - Decorative subdivision or area name signs of a permanent character at the street entrance or entrances to the subdivision or area which identifies the name of the subdivision or area only, shall be permitted, subject to the following conditions:
  - The sign shall be designed to achieve aesthetic harmony with the identifying neighborhood
  - The sign shall consist of decorative masonry walls, concrete, rock or wood with illuminated, indirectly lighted or non-illuminated name plates or letters
  - The sign shall be located in a maintained landscaped area.
  - All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (IBC 2006 Section 106).



- **Permanent City Gateway Signs / Community Message Boards** - Decorative City signs of a permanent character at the entrances to the City of Liberty Lake or locations approved by the City Council, shall be permitted, subject to the following conditions:
  - The signs shall be designed to achieve aesthetic harmony with a consistent design theme approved by the City Council.
  - The signs shall consist of decorative masonry walls, concrete, rock or wood with illuminated, indirectly lighted or non-illuminated name plates or letters. Alternately, the name plate or lettered area may be an electronically changeable sign, provided the standards for electronically changeable sign controls of the City Development Code are met (10-3E-7, Subsection H-2).
  - The signs shall be utilized to define the City boundaries and/or announce City events or other public service announcements and be located on public property or within a City easement.
  
- **Political Campaign Signs** -
  - Signs promoting or publicizing candidates for public office or issues that are to be voted upon in a general or special election may be displayed on private property with the consent of the property owner.
  - Signs shall not be located on public property, within public easements, or within street right-of-way.
  - All political campaign signage shall be removed within 14 days following the general election. If a run-off election for a candidate or initiative is required, the signs may remain until 14 days following the run-off election.
  
- **Community Event Signs** -
  - Community event signs shall be limited to announcing or promoting community events, as defined in Article 10-1C of the City Development Code.
  - Community event signs may be displayed no more than 8 calendar days prior to the start of the fair, festival, or event and must be removed within 2 days of the conclusion of the fair, festival, or event.
  - Community event signs may be located on or over street right-of-way areas in such a manner as to not interfere with irrigation or utility lines, as determined by the City. Any sign(s) not in compliance with the standards shall be impounded by the City at the expense of the event sponsor.
  - Community event signs shall not be placed in such a manner as to interfere with vehicular or pedestrian traffic.
  - The signs shall be non-illuminated.
  - Such signs may be in an A-board form if they are otherwise in compliance with this Code and the standards within this subsection.
  - Such sign(s) shall be limited in size to five (5) square feet and limited in height to three (3) feet above grade, within the right-of-way.
  - A temporary sign permit application must be submitted and approved for all temporary signage, prior to signage installation / use.

**Examples of Permitted Signage:**

***Permanent City  
Gateway Signs***



***Real Estate Sign***



***Temporary Banners, Flags,  
Pennants, and Searchlights***



***Construction Site Sign***



***Permanent Residential  
Subdivision or Area Name Signs***



## SIGNS STANDARDS IN RESIDENTIAL ZONES

Sign structures are permitted in the residential zones in accordance with the following uses and standards:

- **Nameplates.** A nameplate, which indicates no more than the name and address of the occupant of the premises, is permitted, provided that such sign shall not exceed a maximum area of three (3) square feet.
- **Permitted Signs by Use.** The following categories of uses are defined to apply to signage standards provided in Tables 1 and 2 on Page 8:
  - Semi-Public uses include a church, public park, multiple-family dwelling, dormitory, fraternity, sorority, nursing home, retirement apartment, public building, child day-care center, family day-care provider, nonprofit community hall or lodge, animal clinic, cemetery, sanitarium.
  - School/Public uses include a school (kindergarten through university), hospital, police station, fire station, post office or public golf course, incinerator, solid waste recycling transfer site, or landfills.
  - Office uses include a business or professional office.
  - Commercial Use/Other shall include commercial uses other than those listed in above and other than home industry or home profession.
- **Wall Signs.** On-Premises wall signs are permitted not to exceed the maximum number and size as shown in Table 1 on Page 8. Wall signs shall be unlighted or have low-intensity lighting, and shall be placed flat against the outside wall of the main building.

| TABLE 1<br>Use         | Max # of Signs | Max Sign Area |
|------------------------|----------------|---------------|
| Semi-Public            | 1              | 10 sq. ft.    |
| Schools/Public Use     | 1              | 20 sq. ft.    |
| Office                 | 1*             | 16 sq. ft.**  |
| Commercial Uses, Other | 1              | 20 sq. ft.    |

\*Multiple office complexes shall be allowed one wall sign per building.

\*\*An office building containing four (4) or more offices shall be allowed a maximum aggregate sign area of 64 sq. ft.

- **Monument Signs.** On-Premises monument signs are permitted not to exceed the maximum number, size, and height as shown in Table 2 below. On-Premises monument signs shall be unlighted or have low-intensity lighting. All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (IBC 2006 Section 106).

| TABLE 2<br>Use         | Max # of Signs | Max Sign Area | Max Sign Height |
|------------------------|----------------|---------------|-----------------|
| Semi-Public            | 1              | 16 sq. ft.    | 6 feet          |
| Schools/Public Use     | 1              | 32 sq. ft.    | 6 feet          |
| Office                 | 1              | 32 sq. ft.    | 6 feet          |
| Commercial Uses, Other | 1              | 32 sq. ft.    | 6 feet          |

## SIGNS STANDARDS FOR OTHER ZONES

Any sign which pertains only to the identification of a permitted use in any non-residential zone and is located entirely on the property (with the exception of consolidated multi-business freestanding / monument signs and Campus Monument Signs), provided that it complies with the following conditions:

- **Wall Signs – Individual and Multiple Businesses.**

1. **Wall Area** - Wall area is calculated by multiplying the height of the primary building wall by the length of the primary building wall. In the case of multi-story buildings or buildings taller than 30 feet only the first 30 feet shall be used to calculate wall area. Walls are defined as either primary or secondary as provided in Figure A-1.

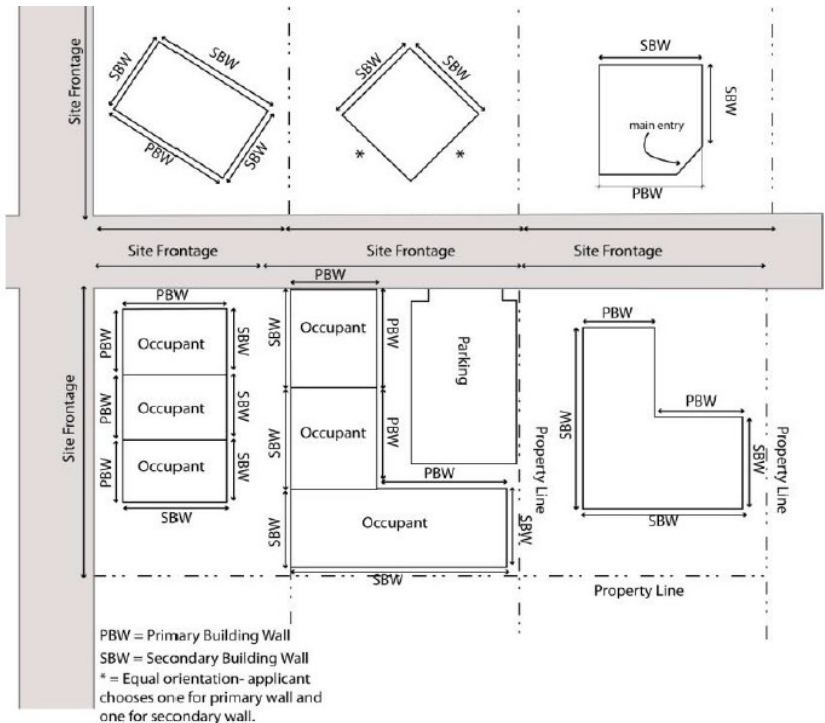


Figure A-1 – Primary and secondary building walls

2. **Wall Sign Standards**

| <b>TABLE 3</b>            | <b>Total Square Feet</b>                      | <b>Maximum Sign Area **</b>             | <b>Maximum Copy Lines</b> |
|---------------------------|---|---|---------------------------|
| All Non-Residential Zones | 1 sq ft sign area per 10 sq ft of PBW         | 150 sq ft                               | 3 lines per sign          |
| Interstate 90 Corridor*   | 1 sq ft sign area per 10 sq ft of PBW and SBW | 150 sq ft per PBW and 300 sq ft per SBW | 3 lines per sign          |

\* Within the Interstate 90 Corridor, the Primary Building Wall is the side of the building that provides access to the business.

\*\* See sub-section (A)(4) below

3. **Building Façade** – Wall signs must be mounted parallel to building façade.
4. **Exchange Ratio** – To improve streetscape views by minimizing sign clutter while continuing to provide for adequate business identification, applicants may exchange one freestanding or one monument sign for an exemption to the wall sign maximum area limitations, or reduce the size or quantity of freestanding or monument signage and increase the size or quantity of wall signage by the same amount. The sign permit shall be conditioned to prohibit a future freestanding and/or monument sign due to the approved increased wall signage.
5. **Wall Signs Facing Residential Zones** – Wall signs facing a residential zoning district shall not exceed twenty-five percent (25%) of the maximum square footage allowed.

- **Freestanding / Monument Signs – Individual Business.** One (1) on-premises freestanding / monument sign for an individual business is permitted, not to exceed the area and height limits as provided in Table 4 below. All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (per IBC).

| <b>TABLE 4</b><br>Zone       | Max Sign Area | Max Sign Height | Sign Type     |
|------------------------------|---------------|-----------------|---------------|
| M-1                          | 50 sq. ft.    | 8.5 feet        | monument      |
| M-2 / M-3 / RD-M             | 75 sq. ft.    | 8.5 feet        | monument      |
| C-1 / C-2 / I / P / O / RD-C | 75 sq. ft.    | 8.5 feet        | monument      |
| M-2 / C-2 / P / RD-C*        | 150 sq. ft.*  | 30 feet*        | Freestanding* |

\* Parcel is within Interstate 90 Corridor

- **Freestanding / Monument Signs – Multiple Business.** Freestanding on-premises sign(s) for multiple businesses are permitted, not to exceed the number, maximum area and height limits as provided in Table 5. Freestanding signage allowed for an individual business shall not be combined with the signage allowed for multiple businesses. Multiple businesses located on one parcel and/or within one building shall be required to utilize multiple business freestanding / monument signage standards, rather than individual business freestanding / monument signage standards. A group of businesses may consolidate their allowed freestanding / monument signs into one location to provide better overall business exposure while reducing signage clutter created by several signs as long as the maximum number and size allowed for the zone in Table 5 are not exceeded. All signage over 8 ft. in height or over 32 sq. ft. in size will need engineering (per IBC).

| <b>TABLE 5</b><br>Zone       | Max # of Signs        | Max Sign Area | Max Sign Height | Sign Type     |
|------------------------------|-----------------------|---------------|-----------------|---------------|
| M-1                          | 1                     | 75 sq. ft.    | 8.5 feet        | monument      |
| M-2 / M-3 / RD-M             | 1 per street frontage | 100 sq. ft.   | 8.5 feet        | monument      |
| C-1 / C-2 / I / P / O / RD-C | 1 per street frontage | 100 sq. ft.   | 8.5 feet        | monument      |
| M-2 / C-2 / P / RD-C*        | 1 per I-90 frontage*  | 250 sq. ft.*  | 30 feet*        | Freestanding* |

\* Parcel is within Interstate 90 Corridor

Figure C-1 – Example of maximum allowed signage on a parcel with single street frontage.

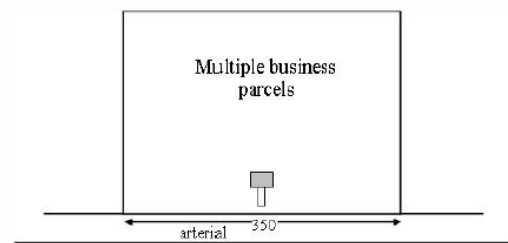
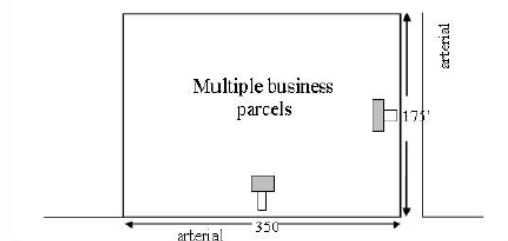
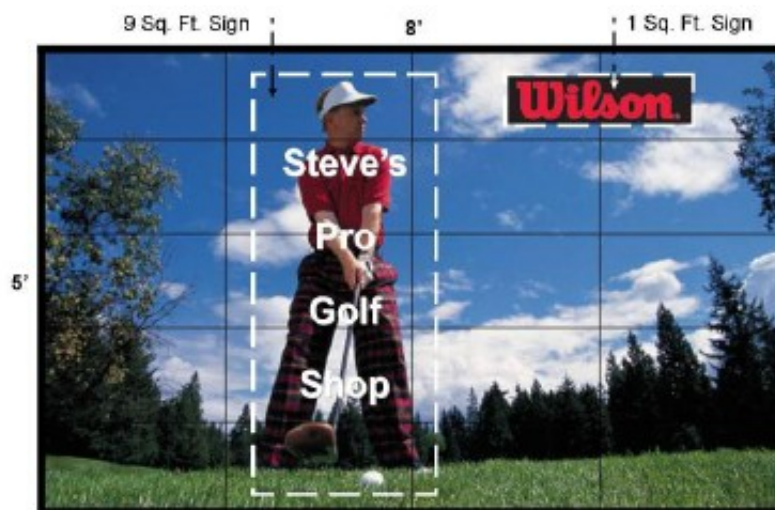


Figure C-2 – Example of maximum allowed signage on a parcel with dual frontage.



- **Large-Scale Retail Establishments.** On properties whose principal exposure is from Interstate 90 and the property does not have frontage along another public right-of-way, the allowed 300 aggregate square feet of signage can be used on any wall of the building if the following conditions are met:
  1. A freestanding sign is not provided for the building or development along I-90;
  2. Only 1 monument sign is provided along the access street for the building or development; and
  3. The building / development signage selection is reviewed and approved by the Director of Planning & Community Development.
- **Window Signs.** Signs applied to a window or mounted or suspended directly behind a window of a business are permitted on any window of a building based on a 20% bonus to the allowed wall signage in 10-3E-7(A) above or a maximum of 10 sq. ft., whichever is less. Window signage can be placed on one or more windows as long as the aggregate area of window signage does not exceed the allowed bonus or maximum, whichever is less. Window sign size shall be calculated in the same manner as wall signage (see Section 10-3E-8, subsection C1 below). Only those portions of the window(s) which contain signage shall be calculated. Graphics or symbols that do not meet the definition of a sign or colored film used for shading do not reduce the amount of allowed window signage; however, the colors must comply with the Architectural Guidelines and Special Standards of the zone. Window signage can be changed throughout the year as long as the overall allowed area is maintained.



If a business is allowed 50 sq. feet of wall signage, then they would be allowed 10 sq. feet of window signage which can be placed on one or more windows up to the aggregate total of 10 sq. feet of window signage. See single window example above.



- **Business A-Boards.** Businesses are permitted to utilize one (1) A-Board / A-Frame sign on their property if the following conditions are met:
  1. Only one (1) A-Board / A-Frame sign will be permitted per business.
  2. The A-Board / A-Frame sign shall not exceed three (3) feet in height and six (6) sq. ft. in area. The sign may be double-sided.
  3. The A-Board / A-Frame sign shall not be lighted or contain any moving image or text.
  4. Signs may only be displayed during business hours. If business hours continue past daylight hours, precautions should be taken to place the sign in a location where it is readily visible after dark. This shall not be construed to allow the wiring of a sign for lighting.
  5. The A-Board / A-Frame sign must be located on the business parcel, no further than twelve feet from the entrance to the business, unless otherwise permitted by the Director or designee for unique situations. The sign shall not be placed in a location which is within the clear view triangle or any location which will impede vehicular traffic. Further, the sign shall not be placed in a manner which will block or otherwise obstruct the safe use of sidewalks, building entrances or stairs by pedestrians, including pedestrians who are visually impaired or otherwise handicapped. At least three (3) foot clearance width on sidewalks must be maintained. The City may require re-location of the A-Board / A-Frame sign if it is determined that an interference is occurring.
  6. The A-Board / A-Frame sign shall not be located in any right-of-way.
  7. The A-Board / A-Frame sign shall be constructed out of materials able to withstand typical northwest weather. Such materials may be metal, finished wood, chalkboard, whiteboard, or plastic; signs and copy shall be of professional quality. Owners of A-Board / A-Frame signs shall be required to keep their signs in a legible, intact, and well-maintained manner. Damaged signs shall be repaired or removed immediately.
  8. A sign permit application must be approved by the City prior to utilizing the A-Board / A-Frame sign.



- **Campus Monument Signs.**

1. For the purpose of calculating signage, a campus is defined as a planned commercial, light industrial, or mixed use development that contains multiple parcels which encompass a minimum of one block or 10 acres of land and which some of the parcels do not have frontage on an arterial or collector street and/or some businesses within the campus are located more than 300 feet from an arterial or collector street. Typically a campus would be contained within a singular land division.
2. A Campus Monument Sign may be utilized to provide off-site exposure to multiple parcels or businesses within a campus in an aesthetically pleasing manner that is a coordinated effort where at least some parcels or businesses participate in the Campus Monument Sign program and the sign is designed to accommodate future participation by all properties within the campus.



*Continued on Page 16*

- **Campus Monument Signs. (continued)**

3. Campus Monument Signs may be located at primary entrances to the campus from the arterial or collector street, on private property only with the property owner's permission, Campus Monument Sign(s) shall not be located in the right-of-way. Each sign must have the same design but may include different parcels / businesses within the campus. Alternatively, the Campus Monument Sign(s), may be located on private property within the campus along the street connecting to the arterial / collector street in order to achieve the purpose of the program.
4. The amount of allowable signage area for Campus Monument Signs shall be dependent on the total acreage of the campus and set forth as follows:
  - a. Less than 20 acres = 36 square feet maximum
  - b. 20 to 50 acres = 72 square feet maximum
  - c. 51 – 75 acres = 108 square feet maximum
  - d. Greater than 75 acres = 144 square feet maximum
5. Maximum height of monument sign shall be 8.5 feet.
6. The sign must be set back a minimum of 10 feet from the right-of-way and the area within 10 feet surrounding the sign must be landscaped. The setback may be required to be increased to comply with the clear view triangle, as determined by the City Engineer.
7. Campus Monument Sign size shall not be calculated as part of the individual or multi-business signage. Campus Monument Signs are a separate category; however they cannot be closer than 150 feet from any other freestanding or monument sign.
8. The sign must be a monument style that achieves aesthetic harmony with the overall campus design.
9. An easement and/or agreement must be recorded which encompasses the area where the signage is installed, including the landscaping.
10. A sign permit application must be submitted and approved prior to signage installation. All parcels / businesses within the campus shall be given the opportunity to participate in a Campus Monument Sign program and a listing of the parcels / businesses within the campus shall be submitted with the sign permit application that includes signatures for parcels / businesses that will be and will not be participating.

- **Electronically Changeable Signs**

1. Size, Type, Location, and Hours of Use
  - a. Maximum electronically changeable sign area and height shall be as indicated in Section 10-3E-7, subsections B and C, Tables 4 and 5 for freestanding and monument signs. Electronically changeable wall signs are not permitted in any zone.
  - b. Type and Location.

| <b><u>TABLE 6</u></b><br><b>Zone</b> | <b>Location</b>        | <b>Permitted Sign Type</b> |
|--------------------------------------|------------------------|----------------------------|
| P Zone                               | N/A                    | Monument                   |
| M-2, C-2 / RD-C                      | Interstate 90 frontage | Monument                   |
| M-2, C-2 / RD-C                      | Interstate 90 frontage | Freestanding               |

*Continued on Page 17*



2. All electronically changeable signs are subject to the following provisions:

a. All electronic message centers shall come equipped with automatic dimming technology which automatically adjusts the sign's brightness based on ambient light conditions.

b. No electronic message center shall exceed a brightness level of 0.3 foot candles above ambient light as measured using a foot candle (Lux) meter at a preset distance depending on sign area, measured as follows (see chart on right):

- Measure 30 minutes after sunset using lux meter

c. Duration of Message Display shall be subject to the following:

- Electronically changeable signs along I-90 shall display images for a period of at least three (3) seconds before transitioning to another image.
- Community electronic changeable signs shall display images for at least five (5) seconds before transitioning to another image.

d. Message transition and frame effects shall be subject to the following:

- Transition and frame effects employing fade, dissolve, or similar lasting between 1 and 2 seconds are allowed.
- Transition and frame effects employing continuous scrolling and/or traveling, flashing, spinning, rotating, and similar moving effects, and all dynamic frame effects or patterns of illusionary movement or simulating movement are not allowed.

e. Full motion video or film display or streamed in real time is not permitted.

| Area of Sign (sq. ft.) | Measurement Distance (ft.) |
|------------------------|----------------------------|
| 10                     | 32                         |
| 15                     | 39                         |
| 20                     | 45                         |
| 25                     | 50                         |
| 30                     | 55                         |
| 35                     | 59                         |
| 40                     | 63                         |
| 45                     | 67                         |
| 50                     | 71                         |
| 55                     | 74                         |
| 60                     | 77                         |
| 65                     | 81                         |
| 70                     | 84                         |
| 75                     | 87                         |
| 80                     | 89                         |
| 85                     | 92                         |
| 90                     | 95                         |
| 95                     | 97                         |
| 100                    | 100                        |
| 110                    | 105                        |
| 120                    | 110                        |
| 130                    | 114                        |
| 140                    | 118                        |
| 150                    | 122                        |

## **SIGN LOCATION, SETBACK, AREA CALCULATIONS, MAINTENANCE, & LIGHTING**

### **Sign Location. All signs shall be so located that they:**

- Do not interfere with vehicular or pedestrian accessibility or sight distance.
- Conform to the provisions of Section 10-3B-2, subsection "N", vision clearance areas.
- Do not overhang or are not located in any public right-of-way.
- All freestanding and monument signs shall be located in a maintained landscaped area.

**Sign Setback.** Any portion of a sign (including structural supports) that is higher than three (3) feet above grade shall be located a minimum of ten (10) feet back from any public right-of-way.

**Sign Area Calculations.** Sign area is the total area of a sign visible from any one viewpoint or direction, excluding the sign support structure, and its size shall be calculated using the methods described in below.

- A wall sign shall be calculated by measuring the area created by drawing imaginary straight lines around the entire copy or grouping of such letters, words or symbols, and then multiplying  $A \times B$  as illustrated in Figure 3 below.

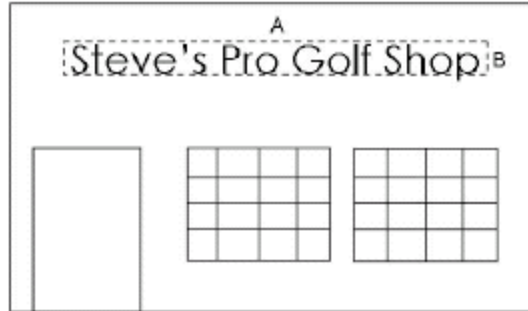


Figure 3

- The sign area of a freestanding sign consisting of one sign shall be calculated as shown in Figure 4 below. The sign area of a freestanding sign consisting of more than one (1) sign shall be computed by adding together the total area(s) of all signs as shown in Figure 5 below.

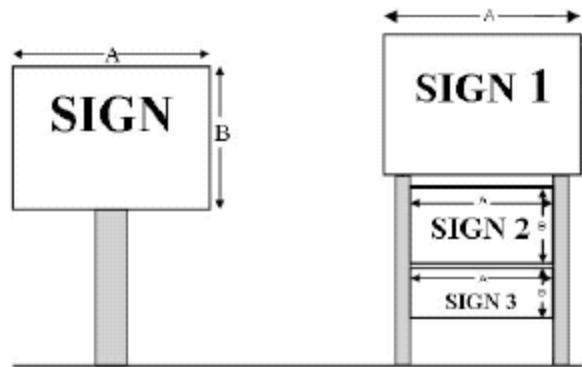


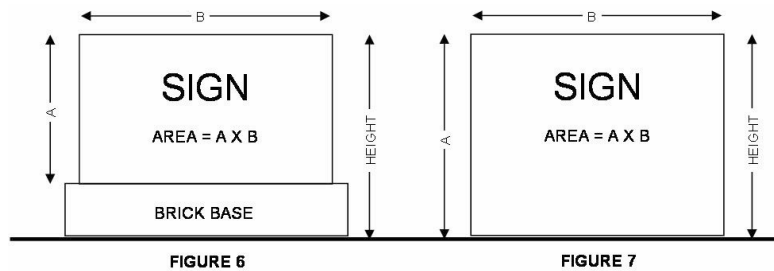
Figure 4

Figure 5

- The sign area for multiple-sided signs shall be calculated as follows:
  - The total sign area for a two-sided (back to back) sign shall be calculated using one (1) face, therefore allowing both faces to be of equal size (for example, a two-sided sign has two faces with 18 square feet per side, therefore the sign area is 18 square feet).
  - The sign area for a three-sided sign shall be equal to the total area of signage permitted for a two-sided sign, for example, in the item above, a two-sided sign is allowed 18 square feet of sign area per side which equals 36 total square feet. If a three-sided sign is used instead of a one-sided or two-sided sign, the three-sided sign may allocate the 36 total square feet among three sides, therefore allowing three sides with 12 square feet per face for a total of 36 square feet of sign area.

*Continued on Page 19*

- The sign area of a monument sign consisting of a sign with a solid base shall be calculated as shown in Figure 6 below. The sign area of a monument sign consisting of signage within the base area shall be calculated as shown in Figure 7 below.



**Maintenance of Signs.** Signs that have been approved or that have been issued a permit shall be maintained by the owner or person in possession of the property on which the sign is located. Maintenance shall be such that the signage continues to conform to the conditions imposed by the sign permit.

- A damaged sign shall be repaired within thirty (30) days.
- A sign, which has been damaged, to such extent that it may pose a hazard to passersby shall be repaired or removed immediately.

**Lighting.** Internal and external sign illumination shall be of low intensity. External sign illumination shall be down shielded and confined to the sign to minimize impacts to the surrounding area. Illuminated Signs require an electrical permit that is obtainable from the Washington State Department of Labor & Industries.

***For information on Non-Conforming Signage, please refer to the City Development Code Article 10-5C.***

Please note that while every effort is made to assure the accuracy of the information contained in this brochure it is not warranted for accuracy. This document is not intended to address all aspects or regulatory requirements for a project and should serve as a starting point for your investigation.

For detailed information on a particular project, permit, or code requirement refer directly to applicable file and/or code/regulatory documents or contact City of Liberty Lake Planning & Building Services.

**FOR MORE INFORMATION PLEASE CONTACT:**

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